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Geo. H.

Scheer Gladiolus



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CUT COURTESY OF NEW ENGLAND G. S. PHOTO BY SCHEER

EGLANTINE

SCHEER on a Glad=STERLING on Silver

Special Offers that Save You Money

Collection No. 1 — White Gold: 5 Jumbo, 5 No. 2, 5 No. 3, 100 blts. - \$ 5.00
Regular Price - \$ 7.80

Collection No. 2 — Marseillaise: 5 No. 1, 5 No. 2, 5 No. 3, 100 blts. - \$ 5.00
Regular Price - \$ 7.80

Collection No. 3 — Delilah: 1 No. 1, 2 No. 2, 3 No. 4, 25 blts. - \$16.00
Regular Price - \$26.00

Collection No. 4 — Eglantine: 1 medium, 2 small, 3 blts. - \$13.50
Regular Price - \$20.00

Collection No. 5 — Phoebe: 2 large, 3 medium, 5 small, 20 bulblets. - \$ 8.25
Regular Price - \$12.50

Collection No. 6 — Burgundy: 2 large, 3 medium, 5 small, 20 bulblets - \$ 5.70
Regular Price - \$ 8.55

ALL SIX ABOVE COLLECTIONS — \$45.00

Collection A — 3 large White Gold, 3 large Marseillaise, 1 large Delilah,
2 large Phoebe, 3 large Burgundy, 3 large Shooting Star,
1 medium Eglantine — \$14.35
Regular Price \$21.50

Collection B — 5 medium White Gold, 5 medium Marseillaise, 1 medium
Delilah, 3 medium Phoebe, 3 medium Burgundy, 3 medium
Shooting Star, 1 medium Eglantine, 1 medium
Genghis Khan — \$15.00
Regular Price \$22.50

Collection C — 10 small White Gold, 10 small Marseillaise, 3 small
Delilah, 5 small Phoebe, 5 small Burgundy, 5 small
Shooting Star, 1 small Eglantine, 1 small Genghis Khan — \$14.25
Regular Price \$21.25

Collection X — 20 blts. White Gold, 20 blts. Marseillaise, 5 blts. Delilah,
2 blts. Eglantine, 5 blts. Genghis Khan, 10 blts. Burgundy,
10 blts. Shooting Star, 10 blts. Phoebe, 100 blts. Gardenia \$ 6.85
Regular Price \$10.30

PLEASE NOTE — No changes can be made in any of above collections. Order by number,
if you wish.

IF YOU PLANT BULBLETS!

Experienced growers very often get their start with new and expensive varieties by buying bulblets of same since bulblets cost only about 1/10 as much as large bulbs. If you are not experienced in growing bulblets, here are a few hints that will help you get results: peel your bulblets, or at least crack the shells before planting. Do not peel them too long ahead of planting lest they dry out. In peeling bulblets, use every care to not injure the bulblets. Another method to speed and insure germination is to keep the bulblets moist for several days, to a week, before planting. Always keep the bulblet bed moist as they will not start in ground that is too dry.

Just a Little Chat With Prospective Customers.

Beginning with my first introductions, it has been my constant aim to offer to the public only such varieties as would reflect credit upon the name of their originator.

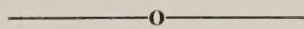
The mere production of new varieties of gladiolus is a very simple matter, in fact, practically every seedling represents a new variety. Where the rub comes in is in the selection of varieties that are actually "supers".

A breeder may use only the very best of scientific methods, yet only a very small fraction of his seedlings will be found to possess the outstanding qualities without which no new variety can hope to gain even passing recognition in this era of super glads. His most difficult problem is the elimination of many good seedlings that are still not of a caliber sufficient to make them serious contenders for top rating in a field where the competition for honors is becoming more intense each year. There is only one way to meet this problem: the breeder must train himself to become hard - so hard that only seedlings of unquestionable and outstanding merit will eventually survive the most severe elimination trials. I admit that I found it no easy task to eliminate many an appealing seedling, but I think that I have learned my lesson; how well may be judged from the fact that, although I have to date grown probably close to a quarter million of seedlings, I have so far introduced fewer than a dozen!

In offering you Scheer Glads, I do not expect you to pay good money for the privilege of testing them out: all of the testing has been done before I ever offer a single new variety. As for the method used in testing them, I will say that I do not depend solely upon my own appraisal of any seedling, but submit it to several experienced growers whose qualifications to judge glads are unquestionable and whose integrity cannot be doubted. Nor is that all: Each and every one of my originations has had its test on the show bench and has proven, by winning blue ribbons at major shows, that it is able to win against the very best in its color class.

Because of the severe tests to which every Scheer variety is subjected prior to its introduction, Scheer originations rate very high in the opinion of those who know them best - in fact, with experienced fans the name is a guaranty of quality, and that is precisely what I have been striving for. The eminent status which Scheer Glads have attained will be jealously guarded: not only will there never be a let-down in the high standard set for them but every effort will be made to raise it even higher.

The descriptions in this announcement are as accurate as it is possible to make them. Being neither poet nor fiction writer, but having received my entire training along strictly scientific lines, I learned, long ago, to describe things exactly as they are - I try to make my descriptions exact word pictures. Where a variety has any shortcoming at all you will find that described as clearly as are its good points - in other words, I try to make my description honest and complete.



No new introductions are offered for 1945. I have one that I had planned to introduce this season but a few rogues turned up among my bulblet stock and I decided to hold it until I have made sure that my stock is pure.

I expect to have a new yellow for introduction in 1946, which promises to be a really worthwhile addition to that relatively weak color class. I have seen nothing to date that can match it for clean, clear color.



WHITE GOLD

CUT COURTESY OF NEW ENGLAND G. S.

WHITE GOLD — The best known of my varieties to date.

The reputation of this grand cream grows with each passing season. During the past season it won firsts at a majority of major shows, but its most signal triumph was achieved at the 1944 Boston Show of the New England Gladiolus Society - incidentally, the top ranking show in America -, where a basket of White Gold, entered by Wendell W. Wyman, won first place in the 25 spike class, the most vigorously contested class in the show. By placing first in this class this entry won the coveted 25th Anniversary Award Medal of the NEGS, as well as the Anniversary Scroll of the Massachusetts Horticultural Society, the highest honors in the show. The 25 spike class is an open class, which means that any glad of any type or color is eligible for entry - in other words, it is the class where the very best glads in the field compete for top honors. Naturally, winning in this class at the Boston Show is considered quite an achievement and Mr. Wyman wrote me that, so far as he knows, no variety has previously won this honor for two successive years, yet this was the **third year in succession** that White Gold won in the 25 spike class, establishing a record undreamed of.

The fame of White Gold as a commercial is growing rapidly, and small wonder, for no other glad excels it for arrangement work of any kind. That florists fully appreciate its ideal qualities is amply borne out by reports from all sections. One grower writes that his White Gold brought him prices as much as 75% higher than the market price of other creams and whites. A western grower, who is also one of our best known breeders, recently wrote: "We had quite a few blooms of White Gold this year but hardly got to see any open out, the local florists were so anxious to have them. It certainly looks like it should be one of the very best commercials."

The following is an extract from a letter recently received from an Iowa grower:-----
"White Gold, some glad. At Ames, Iowa Show, this year, we won Grand Champion 3 Spikes of the whole show with White Gold - they measured 7 inches in diameter ----"

Many similar comments have been received.

These are some of the points that have made White Gold the leader in the cream section —

Although in the mammoth class, White Gold is by no means stiff or coarse: quite the contrary, every spike is distinctly graceful, with florets never crowded, and each spike has a very definite individuality of its own.

Its color is distinctive, a rich cream blending to a golden throat which gives the impression of great depth. Close examination will disclose that the cream color is due to reticulations of light gold which permeate all petals.

The substance is heavy, with the edges of the petals more or less frilled and waved. The recuperative power of the florets is quite remarkable, - spikes which have been shipped considerable distances and were out of water for several days, will freshen up to look as if they had never been out of water at all, which should make White Gold an exceptionally good shipping variety; it will also open to the very top of the spike.

White Gold is, apparently, practically immune to all glad diseases. No other glad excels it in robustness and vigor. In any planting, it can usually be spotted by its vigorous plant growth - leaves three inches and over broad are the rule. It is an exceptionally good propagator, producing plenty of large bulblets which germinate practically 100%, and, under favorable growing conditions, many will produce #2 and #1 bulbs the first year. It is a fact that, in order to produce sufficient planting stock - #5 & #6 - I find that it is necessary to delay the planting of bulblets until well along in the season.

By no means the least important of White Gold's claims for consideration is the fact that it is one of the very earliest glads in commerce, blooming in 65-70 days.

Florists have found White Gold without a peer for arrangements, especially in baskets, vases, or sprays, and no one can fully appreciate its possibilities until he has seen it in such arrangements.

Description of WHITE GOLD - (Maid of Orleans X Picardy)

A large informal or decorative.

Color - Rich cream, blending into a light gold throat, no markings.

Florets - Wide open, with unusually heavy, very broad petals, with edges slightly frilled and ruffled; placement excellent with never any crowding; 5-7 open, with 5-6 showing color, on a 19-21 bud spike. Under ordinary culture the florets are 6 inches and up, the size gradually diminishing upward on the spike, which gives a pleasing tapering effect. White Gold responds very readily to special culture and florets have been reported under such culture up to 8½ inches. One thing that is conspicuous about White Gold florets is the exceptional width of the petals which often exceeds 3 inches.

Spikes are straight and 60 inches and over - some have been reported as having been over six feet.

Plant - White Gold is one of the healthiest, most vigorous, and strongest of all glads; leaves are very broad and lush. Apparently, it is practically immune to disease. Bulblet production is excellent, many of the bulblets being very large, and bulblets germinate practically 100%, making many #1 and #2 bulbs the first year. One grower, who is statistically inclined, reports that 300 bulblets gave him 298 bulbs, many of them large ones.

White Gold prices, season of 1945, per each —

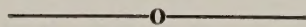
No. 1-\$.50; No. 2-\$.40; No. 3-\$.30; No. 4-\$.20; No. 5-\$.15; No. 6-\$.10

Ten bulbs of any one size at eight times the single price; 100 at eight times the ten price.

Bulblets: Six - \$.25; Twelve - \$.45; Twenty - \$.75

Please Note - Like Picardy, White Gold produces the best spikes from larger bulbs, although small bulbs, and even bulblets will bloom.

PLANT WHITE GOLD BULBS DEEP. The plant and spike become so heavy that, with shallow planting, especially in clay soils, they are apt to lean over in wet seasons or after heavy rains.



EGLANTINE (Picardy X Seedling [Coryphee X Mrs. P. W. Sisson])

This large formal pink has created a sensation wherever it has been shown to date. At the 1944 Springfield, Ill., Show, it was Division Champion and it was voted by the visitors 'the most beautiful glad in the show'. In 1942, under seedling number, it was champion seedling at the Connecticut State Show, and won the Seedling Cup.

A well known Iowa hybridizer described it 'as the finest glad that I have yet seen'.

It has everything: color, size, form. The color is an irresistible pink of unusual appeal; florets are consistently 7-7½" and over, with petals beautifully ruffled, and the florets are faultlessly arranged on a perfect exhibition spike.

Description —

Color - A clear, rich pink, blending into a light cream throat; no markings.

Florets - Rounded, wide open, firmly attached; substance very heavy, with petals heavily ruffled; florets firmly attached. Opens 8-10, with 4-5 showing color, on a 19-21 bud spike. Florets usually 7¼-7½".

Spike - Straight and strong, 45-50 inches.

Plant - Strong and healthy, with heavy foliage. Bulblets produced fairly freely, but are rather slow germinators.

Season - 85-100 days.

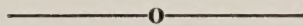
I have had a number of complaints that Eglantine bulblets failed to germinate. In my own experience, I find that these bulblets are slow germinators - I call them 'lazy'—, but the ultimate germination has been quite satisfactory. Because germination is so slow, first year bulbs from bulblets are quite small. Because of these facts I have hesitated about offering any bulblets at all for sale and I may not offer any after the present season. While I have not done any experimenting along that line myself, I have been wondering whether the use of root-growth stimulating preparations might not serve to speed germination of the bulblets and I intend to try some experiments next season, to see whether such preparations will actually accelerate germination. Unless the germination rate can be definitely improved, no more bulblets will be offered for sale since I do not want to offer any item whose growth is at all dependent upon luck - I shall take all the chance myself.

Prices for 1945, per Each —

Large: \$10.00; Medium- \$7.50; Small - \$5.00

Bulblets: 1 - \$1.00; 3 - \$2.50; 6 - \$4.50

Eglantine is a truly outstanding glad.



DELILAH - (Mrs. S. A. Errey X Picardy)

Introduced in 1944, Delilah has evoked much favorable comment from those who have seen it, and is a valuable addition to the salmon class since its color is striking and quite distinct from that of any other glad in this group.

Description —

Florets - Large, ruffled, 7-9 open, 5-6 showing color, on a 21 bud spike; well attached, faultless placement; size 5½-6½ inches.

Color - Clear, rich, deep salmon, blending into a light cream throat with very faint, almost imperceptible pencil lines of pale lavender.

Spike - Strong and straight, 50-60 inches.

Plant - Strong and vigorous grower, with broad, heavy foliage. Excellent bulblet producer and bulblets germinate readily and grow to good size the first season.

Season - 85-95 days.

PLEASE NOTE - Delilah will fade in the sun - OPEN SPIKES INDOORS.

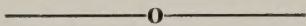
Prices for 1945, per Each —

No. 1 - \$4.00; No. 2 - \$3.50; No. 3 - \$3.00; No. 4 - \$2.50; No. 5 - \$2.00 No. 6 - \$1.50

Large- \$3.50; Medium - \$2.50; Small - \$1.50

Ten of one size at eight times the single rate.

Bulblets: 1 - \$.35; 10 - \$2.75



GENGHIS KHAN - (Beltane [Mrs. P. W. Sisson x Comm. Koehl] X Picardy)

This outstanding large ruffled pink is coming to the fore very rapidly. It was introduced prematurely, when stock of it was still very small, and, what there was of it, was nearly all old because I had not made any effort to propagate it. As a result the first few bulbs sold made few bulblets and their performance was not typical, but since new stock grown from bulblets has been available, Genghis Khan has made a wonderful showing which has more than substantiated the enthusiastic reports made following its first showing. It has shown that it is able to meet all comers on more than an equal footing and will have to be reckoned with henceforth.

Description —

A striking, heavily ruffled, large pink.

Color - Medium light pink, blending to a light cream throat without conspicuous marking.

Florets - Wide open, well placed and spaced; substance heavy, petals slightly lacinated, and so heavily ruffled that they are actually corrugated. Florets are very large, up to 6¾ inches, 6-7 open, 5-6 showing color, on an 18-21 bud flowerhead.

Spike - Straight and strong, 45-50".

Plant - Healthy, with good foliage; good bulblet producer and bulblets germinate well.

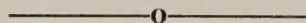
Season - 75-85 days.

Prices for 1945 season, per Each —

Large - \$3.00; Medium - \$2.00; Small - \$1.00

Ten of one size at eight times the single price.

Bulblets: 1 - \$.30; 10 - \$2.00



MARSEILLAISE - (Aida X Pelegrina)

A grand late red. Prominent growers have called it the best red that they have seen. A favorite with florists.

Color - A glowing, deep crimson-scarlet that is fade-proof and makes it conspicuous in any planting. Narrow cream lines on the throat petals add greatly to the effect.

Florets - Large - up to 6¾ inches - plain petaled, well spaced and placed on an exceptionally long flowerhead with up to 27 buds.

Spike - Tall, stiff, and strong, up to 60-65" - one of the tallest in my planting each year.

Plant - Very strong, with healthy, deep green foliage. Excellent bulblet maker and the large bulblets germinate and grow well.

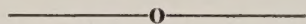
Season - Late, 95-105 days.

Prices for 1945, per Each —

Large - \$.50; Medium - \$.30; Small - \$.20

Ten of one size at eight times the single price.

Bulblets: 2 - \$.10; 10 - \$.40; 20 - \$.75



PHOEBE - (Seedling [Mrs. P. W. Sisson X Coryphee] X Picardy)

A glorified, much larger Coryphee. Those who remember the old Coryphee will agree that its color has not been surpassed by any other pink to date. Coryphee was quite a sensation, thanks to its glorious pink color, but it lacked some very essential qualities - a straight spike was the exception, and both plant and bulb were highly susceptible to disease. Many a fan has been looking, anxiously, for a glad of Coryphee coloring, with a straight spike and a healthy constitution. Phoebe is **just that**, with the additional advantage of much larger florets and a longer flowerhead.

Description —

Color - Clear Coryphee pink, with lighter throat; no markings.

Florets - Wide open round, well placed and spaced on an exceptionally long flowerhead; opens 10, with 6-7 showing color; floret size up to 6-6½"; substance heavy and petals moderately frilled.

Spike - Tall, medium heavy, but stiff and straight, up to 60-65".

Plant - Strong and vigorous grower. with healthy, deep green foliage. The foliage of Phoebe is characteristic and differs from that of any other glad that I know: the tips of the leaves do not point straight upward but bend over very gracefully, reminding one of the leaves of cat-tails. Excellent bulblet maker and bulblets germinate readily and grow well.

Season - 85-90 days.

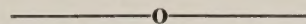
Prices for 1945, per Each —

Large - \$1.50; Medium - \$1.00; Small - \$.75

Ten of one size at eight times the single price.

Bulbelts: 1 - \$.15; 10 - \$1.25

Phoebe is an imposing formal pink that must be seen to be appreciated. You will like it.



BURGUNDY - (Commander Koehl X Picardy)

Striking ruffled, pure red.

Description —

Color - Rich, glowing, velvety crimson, **really red**, without a trace of either blue or orange; narrow pencil lines of cream on the lower petals greatly enhance the effect.

Florets - Heavily ruffled, perfectly placed on a very long flowerhead, 10-12 open make an imposing ribbon of color; florets 4½-5".

Spike - Always straight, with perfect flowerhead, 40-45".

Plant - Strong, healthy grower, with lush foliage. Excellent producer of large bulblets, which germinate and grow well.

Season - 80-90 days.

Prices for 1945, per Each —

Large - \$1.00; Medium - \$.75; Small - \$.50

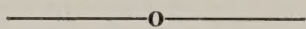
Ten of one size at eight times the single price.

Bulblets: 1 - \$.10; 10 - \$.90

Burgundy's one fault, to date, has been its rather short stem, which was out of proportion. It seems that Burgundy has decided to make amends for its shortcoming in the past, for during the 1943 season a number of spikes appeared whose proportions were nearly normal, and during the season just ended nearly all spikes were well proportioned. Burgundy has impressed florists very favorably, ever since its first showing at the 1941 Chicago Midwest Show. As a matter of fact, it was because of the requests of several florists who saw Burgundy at this show that I finally decided to introduce it, after I had hesitated for several years about doing so because of its short stem.

From a letter recently received from a well known Oregon breeder and grower: "Might say that Burgundy showed up as a fine red this year. Had it a long stem I would have thought it the best red I have. As it is, I regard it as among the best."

After my experience with Burgundy in 1943 and 1944, I feel quite confident that there will be little cause for complaint about its short stem from now on. But even with a rather short stem, it is a very fine red, hard to equal for color and flowerhead.



SHOOTING STAR - (Maid of Orleans X Picardy)

A formal deep cream, with long flowerhead.

Description —

Color - Rich, deep cream, with faint lavender lines deep in throat.

Florets - Wide open, plain petalled, well placed and spaced on a long flowerhead, with 9-11 open and 6-7 showing color; 23 buds; 4½".

Spike - Straight, 50-55".

Plant - Strong, healthy grower and good bulblet producer; bulblets germinate and grow well.

Season - 80-90 days.

Prices for 1945 season, per Each —

Large - \$1.00; Medium - \$.75; Small - \$.50

Ten of one size at eight times the single price.

Bulblets: 1 - \$.10; 10 - \$.75

GARDENIA - (Maid of Orleans X Apricot Glow)

A cream decorative.

Description —

Color - Light cream, or milk white, with light golden throat.

Florets - Petals waved, giving a very artistic appearance; nicely placed and well spaced on a wiry, but strong stem; 4-6 open with an equal number showing color; size up to 4½-5".

Spike - Tall and slender, yet stiff, and always straight - I have never yet seen a crooked spike. Height 40-50".

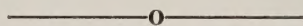
Plant - Strong, healthy grower, with long, narrow leaves of a distinctive blue-green color. While the bulbs do not grow as large as those of most varieties, many will throw two or more strong spikes - one hundred large bulbs will yield close to 125 good cutting spikes. Because of this, and since the bulbs are smaller and require less space, either for planting or storing, Gardenia is an ideal glad for commercial growers.

Excellent bulblet maker, and bulblets are large and grow 100%.

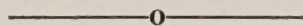
Prices for 1945, per Each —

Large - \$.08; Medium - \$.06; Small - \$.04 **Note**-All #1, #2 & #3 sold out for 1945 season.
10 - \$.70 10 - \$.50 10 - \$.35

Bulblets: 100 - \$.40



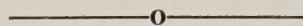
Gardenia was one of the first of my introductions and is gaining in popularity each year. Because of its graceful appearance it appeals strongly to those artistically inclined, especially the ladies. In some sections it has become the leading cream in the commercial field, some growers reporting that they plant Gardenia by the tens of thousands and find a market for all they can grow. One large Michigan grower reported that he grows and sells more Gardenia than all other creams combined.



SOME THINGS WORTH REMEMBERING

Don't expect to grow prize winning glads from bulbs bought at a bargain price at the 5 & 10 cent store - in glads, as in any other line, you cannot expect to get more than you pay for. Bulbs sold at bargain prices are usually of varieties that have long been replaced by much better new ones, but that is really the least serious fault: such bulbs are usually badly infested with thrips and most of them are diseased as well. I have often wondered why such stock is allowed to be sold at all.

Buy your bulbs from a reputable grower or dealer and know what you get.



Glads are not at all 'choosy' - they will grow in almost any kind of ground, but, as is the case with any other plant, results will be directly proportional to the food they can draw from the soil. If you want to grow prize winning glads you must provide for them growing conditions as nearly ideal as possible. Have your soil tested and if the tests show that essential elements are lacking, supply those elements in the needed amounts. Plenty of humus will improve any soil, for not only does it increase the moisture retaining property but it is very essential in giving the soil the proper tilth.

But even ground in perfect condition, with every essential food element present in ideal proportion, cannot make your glads perform at their best unless they are able to make full use of those plant foods. Plants can take food from the soil in only one way, through their root system, and, in order to do that, all food elements must be in solution. That means that the proper degree of moisture must be maintained in the soil throughout the growing season. Keep your patch properly watered. Insufficient watering, which wets only the surface layer of the ground, is more harmful than beneficial because it will encourage the plants to develop their fibrous root system - the roots through which the plant takes in its food - close to the surface, with the inevitable result that any drying out of the upper ground layer, even for a few days, is bound to result in a check in growth. The real object of watering is to maintain the proper degree of moisture in the **deeper** ground layer, rather than to keep the surface moist, since keeping the deeper layer moist will stimulate the plant

to send its roots down deep in order to obtain their food. The logical way to maintain the required moisture in the deeper ground layer is to water, not too frequently, but **thoroughly**. Once a week is about right on most average soils. Thorough **shallow** cultivation of the surface within a day or two after watering, provides a dust mulch that is very helpful in preserving the moisture in the deeper layer.

Thrips - the perennial kill-joys of every glad fan.

Until Mother Nature decides to come to the aid of glad fans by providing some form of effective thrips eradicator - either some insect with an insatiable appetite for thrips or some black plague, fatal to thrips only —, we must resign ourselves to the inevitable and keep up the fight against these pests.

Treatment of all stocks during winter storage is comparatively easy and should never be neglected. But winter treatment of all bulbs- and bulblets —, while effective in destroying thrips on stock, will not keep them off during the growing season. Some thrips always winter over on the patch, mainly on refuse from the previous year's planting, but also on other plants. The number that will survive through the winter can be materially reduced by thoroughly burning all refuse in the fall, and this should never be neglected. The grower who is fortunate enough to have his patch a long distance away from all other plantings may have little or no trouble from thrips if he has **clean** stock to plant on **clean** ground, but few of us are that fortunate, and so, sooner or later (unfortunately, usually sooner) we find evidence of thrips in our planting. The only effective treatment thereafter is to fight the thrips continuously and relentlessly. Thorough weekly spraying with an effective thrips destroyer - or dusting, if one prefers that method - will keep the pests under control **if** the treatment was begun early enough; once the spikes have emerged from the sheaths it is next to impossible to get rid of thrips. The only safe system is to begin spraying when the plants are only 5-6 inches high and to spray weekly thereafter.

Diseased Plants

In any planting of any size an occasional diseased plant is almost sure to appear. Diseased plants can usually be readily detected through the appearance of the foliage which may turn either partly or completely brown. Every plant that shows any evidence of disease whatsoever should be promptly removed and destroyed by burning.

Please Note — While the utmost care is taken to have all stocks pure and true to name, an occasional rogue may appear in spite of all precautions. While I shall be very glad to correct any error that may occur, I shall not be liable beyond replacement of the item that was found to be untrue to name.

All prices quoted in this announcement include delivery charges, provided that your order amounts to at least \$2.00; no orders for less than \$2.00 solicited. Remittance must accompany all orders. Small orders will be sent by parcels post **WHEN WHEATHER CONDITIONS MAKE SUCH SHIPMENT SAFE**. Orders amounting to \$5.00 or more will be forwarded by insured express at any time. Small orders will be shipped by insured express **only** if the purchaser will pay the shipping charges. While the express company assumes all risk of damage from freezing or other causes on insured shipments, any claims for such damage must be made promptly after receipt of the damaged shipment, therefore **EXAMINE YOUR SHIPMENT IMMEDIATELY UPON RECEIPT**, and, in case of damage, **REPORT THE RECEIPT OF SHIPMENT IN DAMAGED CONDITION** to your express agent **IMMEDIATELY**—Your failure to do this will place the liability entirely upon you, with no recourse.

Liberal extras will be included in all orders, the value depending, of course, upon the amount of your order. Many letters from customers received in the past testify that they were more than pleased at the way their order was filled.

Ready to serve you in such manner that you will be pleased, both with SCHEER Glads and SCHEER Service —

GEO. H. SCHEER, M. D.
Gladiolus Breeder
910 New York Avenue
Sheboygan, Wisconsin